



## Editorial

Welcome to the sixth edition of the BUGLE.

Recently a colleague who plays a significant role working with government in the area of sustainable development bemoaned the gap between rhetoric (at the policy level) and reality (in implementation) and particularly, the lack of 'joining up' across departments and between initiatives. Those same issues often confront us at BU – we are well regarded externally for our work on global perspectives but we often feel that we should be doing more on the ground! Similarly, many things are going on across the university (as BUGLE continues to show) but we do not always know who is doing what, let alone find ways to unite efforts into a greater driver for change. We hope that the new Centre will have a role to play in this regard and that eventually more activities will be coordinated and driven by students. The work of BIDS, outlined in this edition is certainly exciting and just one example of student engagement – we are delighted that BU is now part of U8 and making a leading contribution. The success of Fairtrade Fortnight is also something to feel pleased about – well done to those involved in organising events. Please keep contacting us to discuss your ideas – we are developing a range of initiatives for the Autumn Term. Your participation is vital if developing a global perspective is going to be more than just lipservice!

Chris Shiel  
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## The Centre for Global Perspectives Contributing towards BU's strategic commitment to internationalisation

The Centre for Global Perspectives has been set up as part of BU's ongoing commitment to: embedding global perspectives in the curricula; developing global and cultural awareness among our staff and students and providing all students with an international curriculum and opportunities for cross-cultural learning in an international environment, befitting for a context of 'global employability'.

This exciting initiative aligns activities that were previously part of the International Office with Global Perspectives. Chris Shiel and Sachiko Takeda will move from the Business School to the Centre and will be joined by Caroline Howlett as Internationalisation Development Coordinator, Deborah Newton-Perks as International Experience and Exchanges Coordinator and Noelle Robson as Centre Administrator. Louise Boston-Mammah, from DEED will also be working with the Centre as part of the Skills for Life project.

The Centre will be taking shape and firming up its action plan over the next few months. In broad outline, the intention is that the Centre will

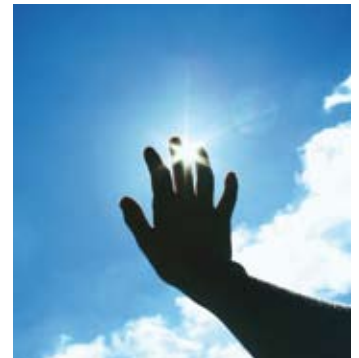
- function as hub to coordinate and lead curriculum development and research in all areas of global perspectives and internationalisation including the development of cross-institutional

initiatives that address global employability

- work towards the integration of (and learning between) UK and International students, to enhance the student experience and fostering a student body with a broad international perspective and sense of responsibility
- enhance the international student experience at BU through orientation, extra curricular activities and community projects
- contribute to the development of a network of strategic international partners (working with the Schools and the International Relations and Admissions team) to extend student/staff exchange, volunteering and global opportunities, both in HE and industry
- develop an international perspective in the outlook of academic staff and within curricula

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- contribute positively to institutional reputation and generate income through research and consultancy activities.

This is a tall order – however, we are looking forward to the challenge! If you would like to find out how you can become involved then please contact any one of us or drop by – we are located on the 1st Floor of Kimmeridge House.



“CORD is motivated in practical peace and reconciliation work. It provides self-help, through education, enterprise and environmental projects. We are also unique, in the fact that we only spend 6 pence in the pound on UK costs, as compared to the average of 18 pence for most international agencies.”

Bill Merrington

## The work of CORD

Abdullah Hussain was an ordinary African herdsman in Darfur, struggling to look after his family and his flock. One evening, his village was attacked by Janjaweed militia. He was forced at gunpoint to flee with his family and some of his animals. Their village was burnt to the ground. Abdullah walked westwards on foot for 200 miles across into eastern Chad. Two weeks later he arrived, exhausted and having had no food or water for several days. At Farchana, a refugee camp he joined a population of over 28,000 people.

There are about 32 million people like Abdullah Hussain worldwide, most of them living in hot dangerous refugee countries, especially in Africa. Abdullah has now had training to become a primary school teacher thanks to the work of CORD.

Bill Merrington, the University Chaplain is a Trustee of CORD (Christian Outreach, Relief and Development). Since 1967, this relief agency has been helping people escape the vicious circle of poverty and conflict. Bill is proud of the Trusts achievements, “CORD is motivated in practical peace and reconciliation work. It provides self-help, through education, enterprise and environmental projects. We are also unique, in the fact that we only spend 6 pence in the pound on UK costs, as compared to the average of 18 pence for most international agencies.”

Since 1967, CORD has worked in Burundi, Cambodia, Chad, DR Congo, Palestine Territories, Sierra Leone and Uganda. In Chad, CORD is overseeing the education programme. With daytime temperature as high as 42 degrees centigrade, with no electricity, all of the teaching is done in the open air. Bill has been asked to visit Chad (when calm enough from rebel activity) to see if more could be done to support children as they cope with the traumatic affects of their multiple losses.

Elsewhere, in Northern Uganda, CORD is working to integrate former child soldiers back into the community and setting up honey making enterprises which provide an income for people in the refugee camps. “Our approach,” Bill says, “is to help people help themselves. We train teachers and supply the materials. We are also keen in helping people vocationally



CORD train refugees to teach in Primary classes in Chad

to then set up small businesses even in the camps. Skills such as running a grocershop, a barbershop, teashop, bike repair business, making spaghetti to sell in local markets all enable individuals to find their independence and support their families.”

Increasingly CORD’s experience is that the damage to the environment caused by conflict threatens the preservation of peace. So in eastern Burundi, where more than 20,000 people have come home from refugee camps in Tanzania since 2005, CORD is working with local people to plant thousands of trees. This will prevent topsoil erosion, which happened during the conflict in Burundi. This should mean more food being available to people as they come home to build peace.

“We are always getting ourselves ready to work in new areas where we might help to bring long lasting peace. We have been trying to get into parts of DR Congo for some time but the situation is just too volatile at the moment. We

are planning to develop new work in Cambodia addressing livelihood and education issues with local NGO’s in the post-conflict environment. Here, the legacy of the conflict remains with significant distrust amongst the communities, with tensions arising over natural resource issues, and with weak capacity of civil society.”

You can find out more about CORD’s work on their website: [www.cord.org.uk](http://www.cord.org.uk)

**Bill Merrington**  
The University Chaplain



Farchana camp on the Chad/Darfur border - home to 19,000 people for 5 years

## CIPPM continues to be active in the global IP sector

The Centre for Intellectual Property Policy and Management (CIPPM) has continued to be active in the global IP sector over the last year.

In May 2007, hosted by the UK Intellectual Property Office, Professors Ruth Soetendorp (BS / CIPPM) and Jim Roach (DEC), convened an international audience to discuss best practice and approaches to the teaching of intellectual property within the engineering discipline. They were delighted to welcome, to this second international workshop, speakers from India and the United States, as well as delegates from across the UK and Europe. The Association of Commonwealth Universities and the World Intellectual Property Organisation were also represented. The first workshop, in 2005, additionally attracted speakers from Australia.

In October 2007, Professor Martin Kretschmer was invited to address the World Music Forum of the International Music Council / UNESCO in Beijing. His talk was titled “Empirical evidence on musicians’ careers and earnings: the role of copyright”.

As part of the 7th CIPPM Symposium on 3 December 2007, research students presented their work. Ewa Hartman is considering Geographical Indications in Poland, Sukhpreet Singh is researching the export of TV formats in the global television market-place, Sam-Sup Moon is exploring overlaps in trade and design rights by comparing the EU with Korea and Lingling Wei is investigating ambush marketing in the context of the Olympics. More information on these presentations is located at [www.cippm.org.uk/symposia/2007.html](http://www.cippm.org.uk/symposia/2007.html). In January 2008, Prof. Ruth Soetendorp was invited to present a series of lectures to the World Intellectual Property



Speakers at ‘Engineering Enterprise through IPRs’, 17 May 2007

Organisation Sub-Regional Colloquium on Intellectual Property Education, Training and Research, in cooperation with the National Office of Intellectual Property of Vietnam and with the assistance of the Japan Patent Office, in Ho Chi Minh City. As Vietnam moves from a centrally planned to free market economy over the last 15 years, the impact

of intellectual property, and the need for IP education, has grown significantly. Her lectures considered the partnerships that are required between academic, commercial and other bodies to promote Intellectual Property education. Ruth has been a champion of IP education across the world for many years and, it is hoped that this colloquium

will further encourage the development of IP training in ASEAN member states.



"I feel the picture of China was sent to me and also my short arms were given to me so that I could find love in me and share it with other people of the world"

Wendy Glade

## Wendy's story

When Wendy Glade was young, she spent many hours looking at books. One day her mother bought her a children's picture book with drawings to introduce different countries of the world. Among the many pages of the book, one of China strongly attracted her attention. The page was so colourful and powerful. She now feels that the page was sent to her so that she could find the love for China, for the culture and the people.

As she grew into her teens, Wendy became increasingly frustrated not being able to find what she really could do. But one day she saw on TV a young Chinese girl painting a picture in such a free style and felt,

'I really want to do that'. She then started learning Chinese painting and is still today passionate about it. "Through Chinese painting, I met so many wonderful people who all encouraged me.'



Wendy also discovered her Christian faith through her Taiwanese friend and now goes to Chinese church and reads the Bible in Chinese. 'I'm British outside but Chinese inside,' says Wendy.

She states, 'I feel the picture of China was sent to me and also my short arms were given to me so that I could find love in me and share it with other people of the world'.



All paintings: © Wendy Glade

## Raid Cross by Red Cross – Who will you help?

There are targets everywhere as you look into the distance; it won't be long until they start firing at you. You have to shoot, and you have to fire quickly but which targets are legal? Do you know who you can fire on? In a time of war it is important not only for soldiers to know the rules of warfare, but also for civilians at home. The more people who are aware of International Humanitarian Law (IHL), the less likely it is to be violated. Raid Cross, run by Red Cross volunteers, is a role-play activity that educates those taking part in the importance of IHL.

Through a series of volunteer led activities set in a staged conflict between two fictional countries, Haddar and Deldar, participants will learn about IHL. Those taking part in Raid Cross will have to navigate a minefield while blind folded, having to trust the guidance of their team mates. They will have to decide who is and is not a just target. If you take part

you'll come across a group of wounded, both those on your side and against. Who will you help? And at the end of the day there will be a trial, can everyone justify what they've done? Can you? If you want to take part, with the aim of eventually putting on the activity for others, then you can sign up via the hub website: [www.the-hub.org.uk](http://www.the-hub.org.uk)



"Adopting this logo would bring a consistency and continuity to all future diversity events. Adopting an easily recognisable image would undoubtedly over time act as a mental trigger to alert audiences quickly to new initiatives and the ethos behind them"

Emma Stephens  
Equality & Diversity Officer

## Students' views

### Bunited

Racism is an age old problem that has no boundaries. However, the central issue of racism has shifted from the situation arising from practices such as slavery to the ones more related to the recent world-wide phenomenon of globalisation. To put it in the context of Bournemouth University, for instance, racism is more about the large numbers of international students that have "invaded" Bournemouth, than that of slavery and its implications.

Bournemouth University seeks to embrace a global outlook and "will embrace diversity and equality and embed them into all aspects of the working and learning environments of its staff and students" (BU Corporate Plan, 2006 pg.4). In partial fulfilment of the MSc Events Management degree, members of the 2007/2008 cohort were approached by the International Office to raise awareness of the subject of 'Racism' within Bournemouth University. The team's objective included the integration of people from various ethnic and cultural backgrounds through creative expressions, with the goal of promoting BU as a University which is proud of its diverse student and staff population.

This was attained through the hosting of a Photography competition which was combined with an Open Gallery and Information Centre on

March 18, 2008. The gallery displayed photographs entered as well as other artistic expressions which we aimed to strength the validity of message of "Unity Against Racism". This was then followed by campaign launch of the **Bunited** brand, which has been embraced by the University's Equality and Diversity Office and has the potential to become the official brand for the Office's future endeavours.

"Adopting this logo would bring a consistency and continuity to all future diversity events. Adopting an easily recognisable image would undoubtedly over time act as a mental trigger to alert audiences quickly to new initiatives and the ethos behind them." Emma Stephens, Equality & Diversity Officer.

**Bunited Team**

#### Bunited Team

Elecia Bethune  
Emma Price  
Tassya Putho  
Stephanos Evangelou  
Sunisa Noochouy  
Piyanch Uapongkitikul

We would like to thank the following organisations for their support:

- Dorset County Council
- Dorset Race and Equality Council
- Dorset Youth and Community Service
- TopWork

## How does YOUR coffee relate to feeding a baby?

After all, no one would give a baby a cup of coffee; it does not contain the right nutrients; it might harm him. But there are multi-national companies who divert parents away from the perfect food for their baby, his mother's breastmilk.

Everyone knows – don't they? - that breastmilk is the ideal baby food; it is ready when he needs it, at the right temperature; it protects him from obesity, asthma and eczema. It enables the mother to pass on her ability to fight infections. It reduces her risk of developing ovarian and breast cancer. The Department of Health recommends 'exclusive breastfeeding for the first six months of an infant's life'. What's more it's FREE!

Nothing can mimic breastmilk, yet there are vast profits to be made from selling artificial baby milks to vulnerable parents. Many formula companies violate the WHO/UNICEF International Code which regulates the marketing of breastmilk substitutes. Tragically, where parents do not have access to safe water supplies, a formula-fed child is up to 25 times more likely to die as a result of diarrhoea than a breastfed child. The World Health Organisation (WHO) estimates that 1.5 million infants die around the world every year because they are not breastfed.

Nestle, owners of the Nescafe brand of coffee, contravenes the Code more than any other company. Many celebrities, individuals, and organisations object to unethical sales, and have joined the boycott of Nestle products run by Baby Milk Action. The boycott is not anti-baby milk; it aims to protect ALL mothers and infants from irresponsible marketing. Bournemouth University is an endorser of the Nestle Boycott. Please visit [www.babymilkaction.org](http://www.babymilkaction.org) and if you agree, join the boycott. Above all - make a difference when you next buy coffee.

#### Links

[www.dh.gov.uk](http://www.dh.gov.uk)  
[www.breastfeeding.nhs.uk](http://www.breastfeeding.nhs.uk)  
[www.who.int/en/](http://www.who.int/en/)

Barbara Wyant  
Student Midwife, BU

“How would we manage our daily routines if we had to walk some 50 yards down a track, for all our water?”

Chris Shiel  
Director of the Centre for Global Perspectives

## A staff visit to South Africa – gaining a different perspective

Last July I presented a paper at a conference hosted at Witwatersrand University, South Africa. I had a few preconceptions of what to expect in Johannesburg but I had not prepared myself for snow, or appreciated that the altitude would give me nosebleeds! Delivering a lecture while wearing a raincoat and a poncho (I had to rush out and buy an extra layer) was a first for me! Fortunately the nose bleeds managed to hold off long enough, for me to be able to share how we have developed ‘global perspectives’, at BU.

I had the opportunity to visit Soweto and talk to people from the local community. The experience was thought provoking. There are a couple of things in particular that I would like to share.

Firstly, the tap in the picture is the only water source for some thirty ‘houses’. How would we manage our daily routines if we had to walk some 50 yards down a track, for all our water? Can you imagine what this would involve if you wanted to wash your hair?



Water source

Secondly, no-one seems to be able to live without a mobile phone these days; the same is true in Soweto, except that they do not own their own but go along to the local ‘kiosk’ to use one. I sighted a shack on virtually every corner, which acts as the local communication point. In spite of not enjoying the same things that we have come to accept in the West as essential to daily life, the final thing that I noticed was that the people I met did not grumble, nor did they see themselves as victims. I was struck by just how resourceful and optimistic they were, despite facing more challenges in terms of their daily lives.

Returning to the subject of ‘water’, we often fail to realise just how critical it is, to the world’s poorest people. We also overlook how much we waste. Did you know that more than a

billion people in the world have to travel substantial distances just to collect safe water? It is usually the women and children who have to make the journey. This chore enslaves women and prevents children (particularly girls) from accessing education. Some 4,000 children die every day from water-borne diseases. Everyone in the world should have access to safe water and sanitation; it is a basic human right.

Millennium Development Goal No7 aims to ‘halve by 2015 the proportion of people without sustainable access to safe drinking water and sanitation’. Next time you run the tap, please think about what we could do at BU to contribute to the MDGs? If you must drink bottled



Kiosk

water, ‘One’ bottled water is available on campus – the profits go towards building water pumping solutions which help improve access to free, clean water. [www.wateraid.org.uk](http://www.wateraid.org.uk) is a useful source of information if you want to learn more about what we take as common place, but is a scarce resource for others. Please try not to waste such a precious resource.

Chris Shiel  
Director of the Centre for Global Perspectives

**Millennium Development Goal No7 aims to ‘halve by 2015 the proportion of people without sustainable access to safe drinking water and sanitation’**

“Women in these communities in general live in poverty and many of them come to Mzumbe University campus to seek income from the University workers and students by doing small jobs such as cleaning, washing, cooking, and selling food.”



## BU joins global partnership for development



The establishment of Bournemouth International Development Society (BIDS) in October last year has linked the university with the U8, a student-led global university network aiming to work on current development issues.



BIDS members at Warwick International Development Summit

The U8 derives its name from Millennium Development Goal 8 – to build a global partnership for development. U8 member universities include, for example, those of Ethiopia, Bulgaria, Egypt, Kyrgyzstan, Nepal, India, Mexico, and many European countries. As part of this network, BIDS was set up to enable students to learn about international development themes, but also to help them to make a difference in the world.

BIDS members are meeting on a regular basis to discuss and share ideas on current development issues. In addition, they are organising and taking part in a number of exciting events. In November, they

visited an international development summit in Warwick, and they will join another U8 summit in London later this year. For April, an Awareness Day at the university is being planned, where experts will talk about current development issues such as human rights, poverty, malnutrition, or fair trade. BIDS will produce its own CD that can be bought on the day, and there will also be a party at the Old Firestation to round off the event.

BIDS’s latest project is the organisation of an international help initiative in Tanzania called the Asante Project, together with a Tanzanian and a Japanese university. This project will help local women to develop their business skills and set up their own enterprises, and it will also enable their children to go to school.

As a relatively new society, BIDS is still looking for people who care about international development issues and would like to share their ideas and thoughts with others. If you are interested in joining or have any questions or comments, please contact Matteo Locane at [matteo\\_locane@hotmail.com](mailto:matteo_locane@hotmail.com).

Verena Vogt  
[VogtVerena@web.de](mailto:VogtVerena@web.de)

## BIDS - Asante Project

Bournemouth International Development Society (BIDS) is currently launching a project (called Asante Project) in partnership with Mzumbe University in Tanzania. The aim of the project is to assist local women of the communities around Mzumbe University develop business skills and start their own income generating activities. The project will also assist local children’s educational and personal development.

Women in these communities in general live in poverty and many of them come to Mzumbe University campus to seek income from the University workers and students by doing small jobs such as cleaning, washing, cooking, and selling food. However, such work is poorly paid, and many women engage in selling sex to increase their income. This brings about two further problems. Firstly, unprotected sex can cause the increase of HIV infection among the villagers and University

students. Secondly, unprotected sex can result in undesired pregnancies. Many children born under such circumstances often end up also coming to the University campus in search for work and fail to attend school. The project aims to assist these women and children to find ways out of this situation.

To support this project, come to the fundraising party on **24 April at The Old Firestation!**



Women of the Mzumbe local community

Why isn't what I am doing featured in BUGLE?

It could be! If you have any items that you would like included in BUGLE, contact: [stakeda@bournemouth.ac.uk](mailto:stakeda@bournemouth.ac.uk)

This is a newsletter for independent comment and news – all students, staff and those working with BU are invited to contribute. We will be looking for contributions for our next issue.

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# Fairtrade Fortnight 2008

**BU is a Fairtrade University. During the Fairtrade Fortnight (25 February – 9 March 2008), many events took place on Campus.**

## 25-29 February – Homemade Fair Trade and Organic Biscuits & Puddings

Hospitality Students produced homemade biscuits and puddings using Fairtrade and organic ingredients.



Students of Hospitality, School of Service Management

## 26 February – Spring Fine Foods Fairtrade Products Display

Spring Fine Foods displayed the range of Fairtrade products in the Staff Common Room.



(from left) Jennifer Dorries (student of Hospitality), Nigel Hooper and Peter Slater (G&S Fruit Supplies Ltd)

## 25 February – Fair Trade Market

Local Fairtrade traders – Including Set Fair 4 Trade, Utani-UK, Traidcraft and Poole Fairtrade Town Group – had stalls in the Main Refectory of the Talbot Campus.



## 27 February – Citizenship Day

The BU Global Perspectives Group and Aim Higher hosted a Citizenship day inviting local school students and promoted Fair Trade and consumer action to reduce poverty.

## 4 March – Citizenship Day

Another Citizenship day was run promoting ethical clothing and Fair Trade with a guest speaker from Traidcraft.

## 5 March – Global Cinema 'Black Gold'

Black Gold, a Film about Coffee & Trade, was shown at Global Cinema with introduction by Robert Pearce from Christian Aid followed by discussion with panel of experts from local organisations including Co-op and Traidcraft.

## 6 March – Fairtrade Information Stand at Bournemouth House, Lansdowne Campus